

What is claimed is:

- B2 41. → A redetachable self-adhesive device
- a) whose reverse face is bonded with a strip of a double-sidedly adhering adhesive sheet in such a way that one end of the adhesive sheet projects beyond the device as a grip tab,
  - b) the adhesive sheet is such that the bond made with it is redetachable by stretching pulling on the grip tab of the strip in the direction of the bond plane,
- wherein
- c) on its reverse face (2) the device (1), in the region (3A, 3B) situated against the grip tab (6) of the adhesive sheet strip (5) or and also partly against the free adhesive composition, has an average roughness  $R_a$  of 0.4-25  $\mu\text{m}$ .
2. The device as claimed in claim 1, wherein the region (3A, 3B) exhibiting the average roughness  $R_a$  has this average roughness  $R_a$  only in subregions, but especially in the entire region (3A, 3B).
3. The device as claimed in claim 1, wherein the average roughness  $R_a$  is 2-20  $\mu\text{m}$ .
4. The device as claimed in claim 1, wherein the region (3A, 3B) exhibiting the average roughness  $R_a$  has an average depth of roughness  $R_z$  of 1-150  $\mu\text{m}$ , in particular 2-100  $\mu\text{m}$ .
5. The device as claimed in claim 1, wherein the region (3A, 3B) exhibiting the average roughness  $R_a$  is reduced together with the device (1) by injection molding, or is produced in a subsequent workstep, in particular by etching, grinding, embossing or spark erosion.
6. The device as claimed in claim 1, wherein the region (3A, 3B) exhibiting the average roughness  $R_a$  adjoins the edge (4, 4') beyond which the grip tab (6) protrudes, at least corresponds or exceeds in its width the width of the strip (5), and in its depth measures 0.5-20 mm, especially 0.5-15 mm.

7. The device as claimed in claim 1, wherein the reverse face (2) of the device (1) has alternative edges (4, 4') by way of which the adhesive sheet strip (5) may be stuck on with its grip tab (6) projecting beyond said edges, there being provided corresponding regions (3A, 3B) exhibiting the average roughness  $R_a$ .

8. The device as claimed in claim 1, wherein besides the adhesive sheet strip (5) there are spacers (8A, 8B, 8C) whose height is less than the thickness of the adhesive sheet strip (5).

9. The device as claimed in claims 6 and 7, wherein the edge (4, 4') beyond which the grip tab (6) projects has a low static friction and sliding friction, in particular a low-energy polymer surface.

10. The device as claimed in claim 1, wherein the adhesive sheet strip (5) is elastically or plastically extensible with or without a carrier in between.

11. The device as claimed in claim 1, wherein the adhesion of the adhesive sheet strip (5) is less than the cohesion, the adhesion largely disappears when the sheet is extended, and the ratio of peel force to tear load is at least 1:2.0, the adhesive sheet being based on thermoplastic rubber and tackifying resins, with high elasticity and low plasticity.

12. The device as claimed in claim 1, wherein the reverse face of the adhesive sheet strip (5) is lined with a release laminate, such as a siliconized release paper or a release film.

13. The device as claimed in claim 1, having fixing means, such as hooks, latching projections or the like, located on its front face and/or laterally.

14. The use of a device as claimed in any of claims 1-13 for redetachable self-adhesive fastening and redetachment by pulling on the grip tab of the strip in the direction of the bond plane.

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